

**INTERNATIONAL SUPERSTAR MICHAEL FLATLEY
TRANSFORMS HIS BILLION-DOLLAR
SHOW, LORD OF THE DANCE,
INTO THE 3D MOVIE EVENT OF THE YEAR**

LORD OF THE DANCE IN 3D OPENS WORLDWIDE ON SAINT PATRICK'S DAY

MARCH 17, 2011

NEW YORK (December 8, 2010) – Since its premiere in 1996, *Lord of the Dance* has been captivating audiences and critics around the globe and has grossed over ONE BILLION dollars worldwide. Now fans around the globe will have a once in a lifetime opportunity, when the world famous *Lord of the Dance* and its creator, producer, director, and star Michael Flatley, are brought to the big screen in 3D for a limited engagement. Unprecedented access to Flatley's performance gives the viewer an unparalleled sense of the scale of the show as never seen before.

Acclaimed multi-camera specialist with over 20 years' experience in the live music industry, Director Marcus Viner has collaborated with Flatley to capture the show's incredible energy and its' ability to cross boundaries of age, gender and cultural diversity. The spectacular new set design, lighting, special effects and costumes promise to captivate audiences and make the show an unforgettable experience. The film has been produced by UK based 3D production company Nineteen Fifteen Productions in association with ITN Productions. Nineteen Fifteen have been pioneering 3D film and television production and broadcast. *Lord of the Dance in 3D* will be brought to theatres worldwide by SuperVision Media with Kaleidoscope distributing other formats.

“We have toured all over the world for almost two decades, however there have been cities that we could not accommodate due to the grand scale of the production, now with a 3D movie we are finally able to reach those audiences and I promise we won't disappoint,” says Michael Flatley, Creator of *Lord of the Dance*. “It is a dream come true to be able to showcase *Lord of*

the Dance in 3D, I have poured my soul into its creation and I believe this movie has captured the raw energy and spirit of the show. It has something for everyone,” continues Flatley, “It is filled with passion, drama and excitement and will entertain lovers of movies, dance and music in a way they’ve never experienced before.”

Lord of the Dance tells a timeless story based on Irish folklore of good versus evil, and through the media of dance and music it is understood and appreciated by every culture; there is no language barrier.

Lord of the Dance has been seen by over sixty million people in sixty different countries on every continent. Flatley sold out twenty one consecutive nights at London’s world famous Wembley Arena, he debuted in New York at Radio City Music Hall selling out thirteen consecutive nights and went on to appear at the legendary Madison Square Garden, he sold out within days of going on sale in Australia and broke all known box office records in South Africa. The show completed a remarkable six-year residency in Las Vegas and performed before an audience of over one hundred thousand in a football stadium in Budapest, Hungary. Now for the first time ever, fans and audiences around the world can see the charismatic Michael Flatley dominate the stage and experience the movie event of the year.

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For more information, please contact:

Clare Anne Darragh / Lina Plath

FRANK PR

Ph: (646) 861-0843

clareanne@frankpublicity.com

lina@frankpublicity.com